



Accessing “Hard to Reach” Markets

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What are “Hard to Reach” Markets?

- ◆ Markets (consumers) not typically reached through conventional retail channels
 - ◆ Lower income demographics
 - ◆ Ethnic
 - Hispanic
 - Asian
 - Other
 - ◆ Rural locations

Typical Channels for purchase of ENERGY STAR® CFLs

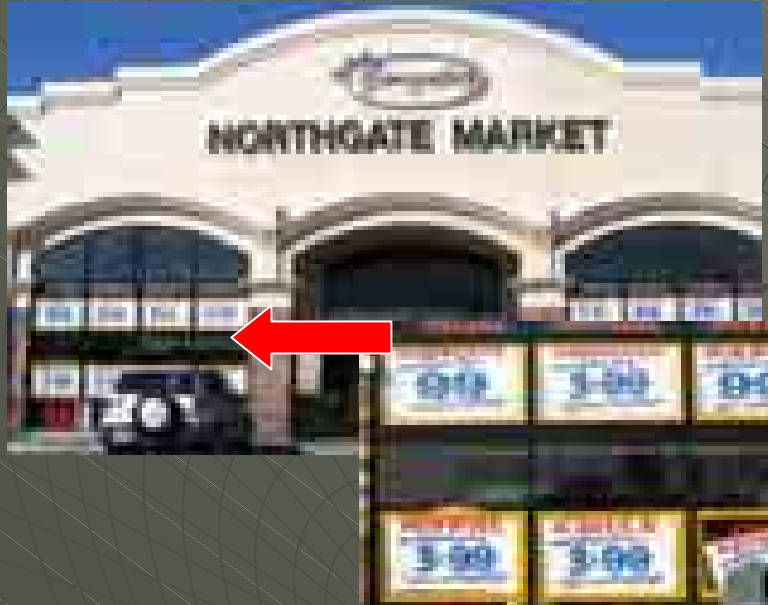
- ◆ MASS/DIY
- ◆ Hardware
- ◆ Grocery/Drug
- ◆ Lighting Showroom

Accessing Ethnic and Low Income Markets/Demographics

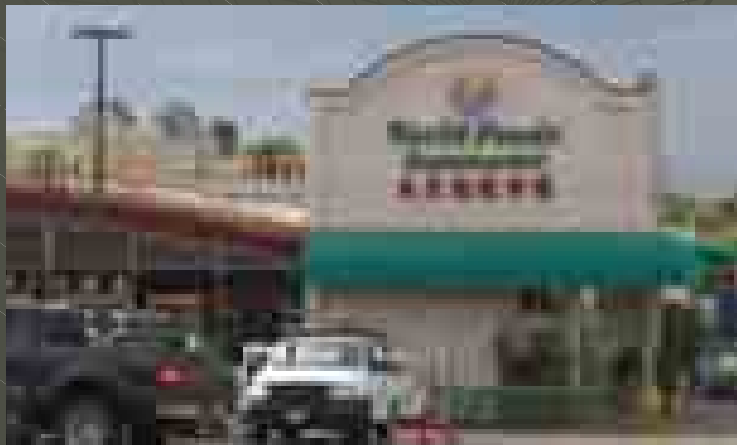
The Keys

- ◆ Availability
- ◆ Affordability
- ◆ Education
- ◆ Creativity (nontraditional channels)

Availability



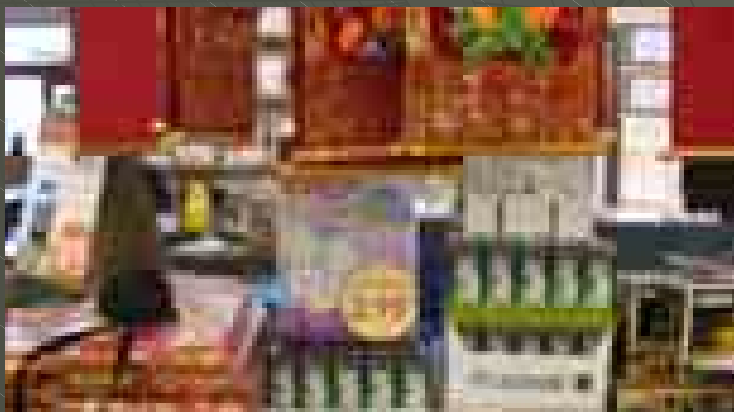
Hispanic
Asian
Other



Affordability



Retailer Commitment
Discount stores



Education

**DISCOUNTED PRICE MADE
POSSIBLE BY**

ENERGY SAVING BULBS

- Use 75% less energy than ordinary light bulbs
- Last up to 10 times longer
- Save money on electric bills
- Create less waste in our landfills
- Help our environment by using less energy



GREENLITE™



size: 18" W X 14" H

Using Nontraditional Marketing Channels

- ◆ School fundraisers
- ◆ Institutional
 - Community
 - Church
 - Outreach events
 - Bulk Sales

